

### Claims

1. A method of presenting script to be followed by a telemarketer during a threaded conversation with a customer, such method comprising the steps of:
- 5       recognizing a word content of a response of the customer to a first portion of the presented script;
- detecting key words and key words in context of the response;
- 10       evaluating the detected key words and key words in context to determine an information content;
- comparing the information content of the evaluated words with an information content of a plurality of expected customer responses and selecting the expected
- 15       customer response with a closest relative match; and
- following a script associated with the selected expected customer response of the customer as a second portion of the presented script.
- 20   2. The method of presenting script as in claim 1 further comprising recognizing a word content of the telemarketer during presentation of the first portion.
3. The method of presenting script as in claim 1
- 25       wherein the step of recognizing a word content of the telemarketer during presentation of the first portion further comprises detecting deviations between the recognized word content of the telemarketer and the first portion of the presented script.
- 30   4. The method of presenting script as in claim 3 wherein the step of detecting deviations between the recognized word content of the telemarketer and the first portion of the presented script further comprises

measuring an objective performance level of the telemarketer and associating the measured performance level with the deviation.

5     5.     The method of presenting script as in claim 4  
wherein the step of associating the measured performance  
level with the deviation further comprises changing the  
first portion of the script when the performance level  
exceeds a threshold level.

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6.     The method of presenting script as in claim 1  
further comprising subjectively evaluating a response of  
the customer to the first portion of the presented  
script by the telemarketer.

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7.     The method of presenting script as in claim 6  
further comprising using the subjective evaluation of  
the customer by the telemarketer to resolve ambiguity.

20     8.     The method of presenting script as in claim 1  
further comprising recognizing a negative response from  
the customer.

9.     The method of presenting script as in claim 8  
25 wherein the step of detecting a negative response  
further comprising recognizing obscenities in the  
response.

10.     The method of presenting script as in claim 8  
30 wherein the step of recognizing a negative response  
further comprises terminating the conversation.

11.     An apparatus for presenting script to be followed  
by a telemarketer during a threaded conversation with a

customer, such apparatus comprising:

means for recognizing a word content of a response of the customer to a first portion of the presented script;

5 means for detecting key words and key words in context of the response;

means for evaluating the detected key words and key words in context to determine an information content;

10 means for comparing the information content of the evaluated words with an information content of a plurality of expected customer responses and selecting the expected customer response with a closest relative match; and

15 means for following a script associated with the selected expected customer response of the customer as a second portion of the presented script.

12. The apparatus for presenting script as in claim 11 further comprising means for recognizing a word content of the telemarketer during presentation of the first  
20 portion.

13. The apparatus for presenting script as in claim 11 wherein the means for recognizing a word content of the telemarketer during presentation of the first portion  
25 further comprises means for detecting deviations between the recognized word content of the telemarketer and the first portion of the presented script.

30 14. The apparatus for presenting script as in claim 13 wherein the means for detecting deviations between the recognized word content of the telemarketer and the first portion of the presented script further comprises means for measuring an objective performance level of

the telemarketer and associating the measured performance level with the deviation.

15    15.    The apparatus for presenting script as in claim 14  
5    wherein the means for associating the measured performance level with the deviation further comprises means for changing the first portion of the script when the performance level exceeds a threshold level.

10    16.    The apparatus for presenting script as in claim 11 further comprising means for subjectively evaluating a response of the customer to the first portion of the presented script by the telemarketer.

15    17.    The apparatus for presenting script as in claim 16 further comprising means for using the subjective evaluation of the customer by the telemarketer to resolve ambiguity.

20    18.    The apparatus for presenting script as in claim 11 further comprising means for recognizing a negative response from the customer.

25    19.    The apparatus for presenting script as in claim 18 wherein the means for detecting a negative response further comprising means for recognizing obscenities in the response.

30    20.    The apparatus for presenting script as in claim 18 wherein the means for recognizing a negative response further comprises means for terminating the conversation.

21.    An apparatus for presenting script to be followed

by a telemarketer during a threaded conversation with a customer, such apparatus comprising:

- word recognition software adapted to recognize a word content of a response of the customer to a first  
5 portion of the presented script;
- a parsing processor adapted to detect key words and key words in context of the response;
- an information content processor adapted to evaluate the detected key words and key words in context  
10 to determine an information content;
- an information comparator adapted to compare the information content of the evaluated words with an information content of a plurality of expected customer responses and selecting the expected customer response  
15 with a closest relative match; and
- a script display which allows an agent to follow a script associated with the selected expected customer response of the customer as a second portion of the presented script.

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- 22. The apparatus for presenting script as in claim 21 further comprising a deviation processor adapted to detect deviations between the recognized word content of the telemarketer and the first portion of the presented  
25 script.

- 23. The apparatus for presenting script as in claim 22 wherein the deviation processor further comprises a performance processor adapted to measure an objective  
30 performance level of the telemarketer and associating the measured performance level with the deviation.

- 24. The apparatus for presenting script as in claim 11 further comprising a cursor and receptiveness chart

adapted to allow the telemarketer to subjectively evaluate a response of the customer to the first portion of the presented script by the telemarketer.

5    25. The apparatus for presenting script as in claim 21 further comprising a disengagement processor adapted to recognize obscenities in the response.

10    26. A method of selecting script for presentation to a customer during a threaded conversation, such method comprising the steps of:

          recognizing a word content of a response of the customer to a first portion of the threaded conversation;

15           detecting key words in context of the response;  
          evaluating the detected key words in context to determine an information content;

20           comparing the information content of the evaluated words with an information content of each of a plurality of expected customer response; and

          selecting the expected customer response with a closest relative match for presentation to the customer.